



1 campus Map

- One of my main struggles is to find my classes and the buildings on campus here in the University of Akron and back home at the American university in Cairo. I find it very convenient to design one of these interactive screen maps just like the ones in the malls and put them in main areas around the campus so that students can easily get to class and also find their classrooms inside the buildings.

2 fresh vending

- Nowadays, we need to reduce the use of plastic and cans that harm the environment. This vending machine can customize your drink and pour it into a bottle of a cup that you bring with you. You choose your drink and you choose the OZ and then you pay and put your cup or bottle under the tap and the drink will come out to you.

3 Digital Cars

- A lot of cars recently started to shift from analog speedometer and RBMs to be digital instead of analog and they just keep the same look of the analog but some people don't like it. I thought of designing multiple interfaces for cars and it can be customized for the car owner very easily from their own screen.

4 Smart fridge

- when I started seeing the new fridges that had screens on it. I started thinking of what if we can make it a smart fridge. the fridge can see what is inside it and when we finish it it automatically orders it from the nearest store to us so we don't have to sit down and make a list of our groceries.

5 Smart Seat

-I always wanted to make a smart seat in my living room. Maybe I can control it from the handle of the seat and just lay down on it. maybe help people stand up and set down easily and it will be more convenient and easier to use.



Creative Brief

Captain Seat *UXI Project 2*

Client

Value City Furniture with collaboration with Apple. A furniture company that will collaborate with the technology apple company for making the captain technological featured lazy-boy seat.

Objectives & Priorities

The objective is to provide a better, easier and more convenient control of the house and your seat so that the client can set and relax on the seat while having control over everything around the house. Also, many features in the seat such as heat and massage.

Target audience

The target audience is those who loves to set and relax in their living room and still wants to do something around the house. These who are looking for a more convenient life around their house after a very stressful busy day.

Situational Analysis

Many people now are very busy and when they get home they just want to sit down and relax while still taking care of the house. They will be able to sit down and control all the features for the seat from the tablet on the arm of the seat. Not only that, but they will be able to control their house as well such as cameras, AC, TV, and many other things. .

Competitors

Control4
Google home
Apple home
ComHoma
Ashley furniture

Deliverables

Fully redesigned
Interface prototype
Presentation sample for screens

Mandatories

Company logo
Brand specific formatting

Metrics of Success

The success measurement will be evaluated via purchases. The product may be considered successful if there is an increase in users, consistent checking, widespread brand reputation through our advertising, and therefore more.

Call to Action

A living room smart lazy-boy that has many features along side with a controlling tablet for the smart house.



User Profile

USER 1

1. Age : **42**

2. Do you feel comfortable with Lazy-Boy?
Yes / No

3. Would you use a Lazy boy with smart features and smart home **Yes/ Maybe/ No**

4. Would you be interested in purchasing a smart home lazy-boy seat? **Yes/ Maybe/ No**

5. How Often would you use Captin seat?
Frequently/ Occasionally/ Rarely

6. Would you recomend it to others?
Yes/Maybe/no

USER 1

1. Age : **60**

2. Do you feel comfortable with Lazy-Boy?
Yes / No

3. Would you use a Lazy boy with smart features and smart home Yes/ **Maybe/ No**

4. Would you be interested in purchasing a smart home lazy-boy seat? Yes/ **Maybe/ No**

5. How Often would you use Captin seat?
Frequently/ Occasionally/ Rarely

6. Would you recomend it to others?
Yes/**Maybe/no**

USER 1

1. Age : **23**

2. Do you feel comfortable with Lazy-Boy?
Yes / No

3. Would you use a Lazy boy with smart features and smart home Yes/ **Maybe/ No**

4. Would you be interested in purchasing a smart home lazy-boy seat? **Yes/ Maybe/ No**

5. How Often would you use Captin seat?
Frequently/ Occasionally/ Rarely

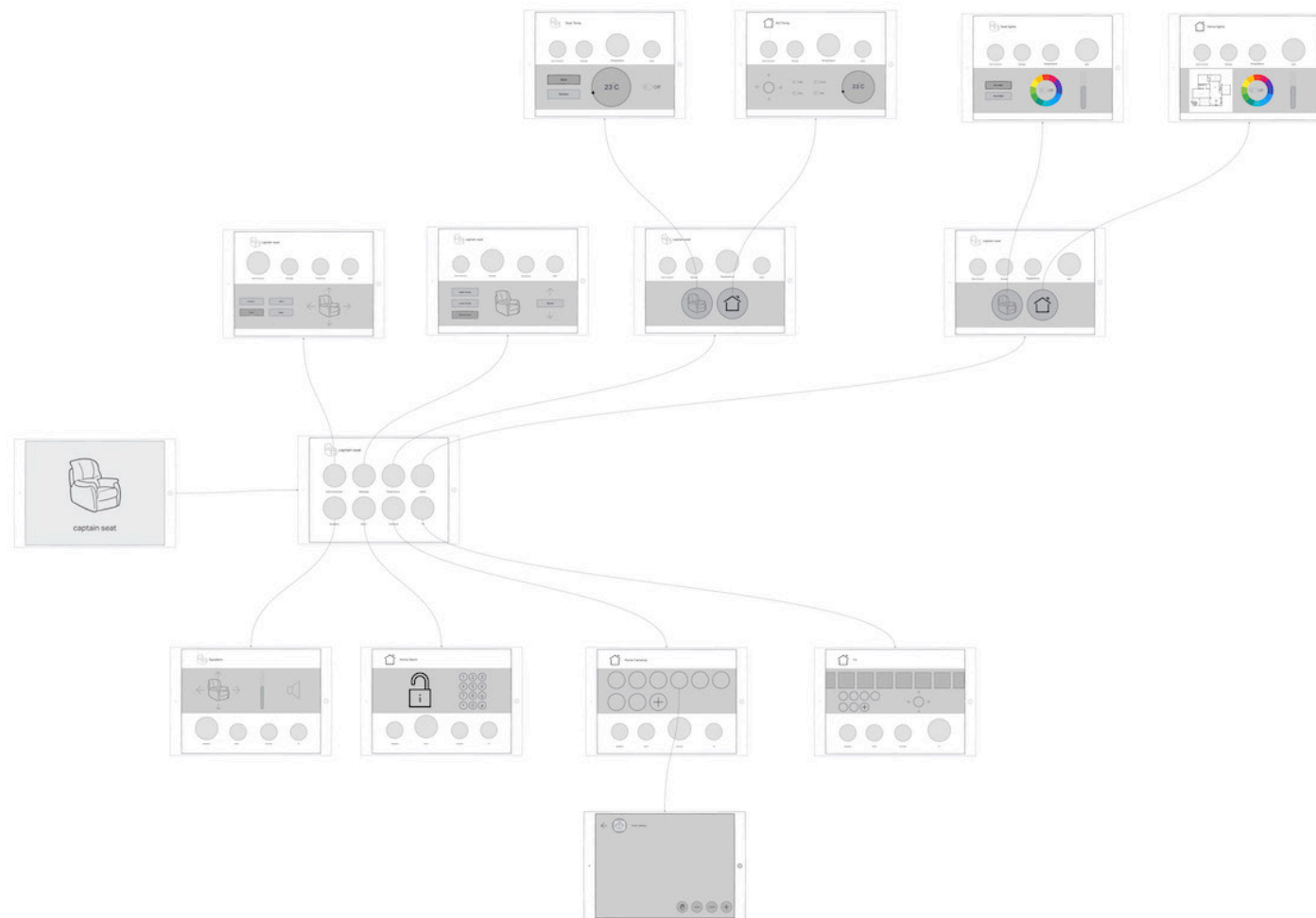
6. Would you recomend it to others?
Yes/Maybe/no



Mood Board



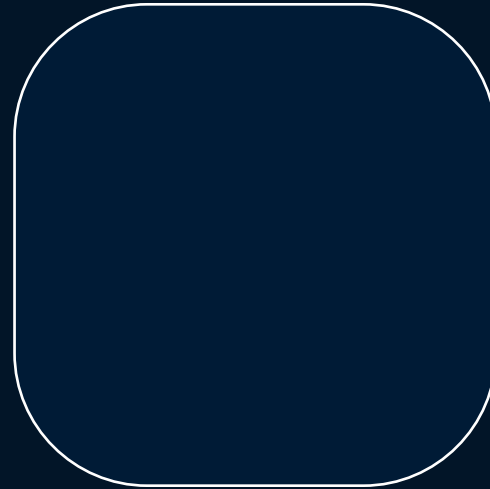
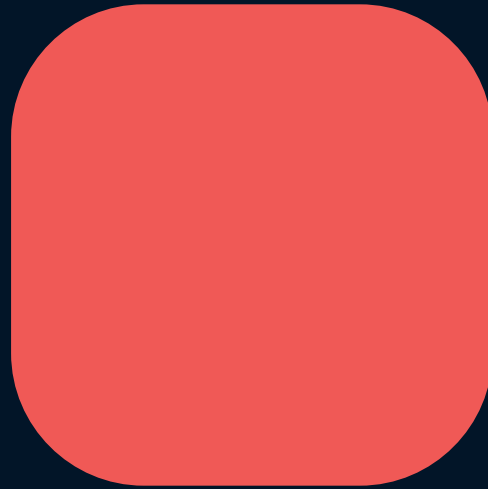
Wireframe



TypeFace

a	b	c	d	e	f	g	h	i
a	b	c	d	e	f	g	h	i
j	k	l	m	n	o	p	q	r
j	k	l	m	n	o	p	q	r
s	t	u	v	w	x	y	z	
s	t	u	v	w	x	y	z	

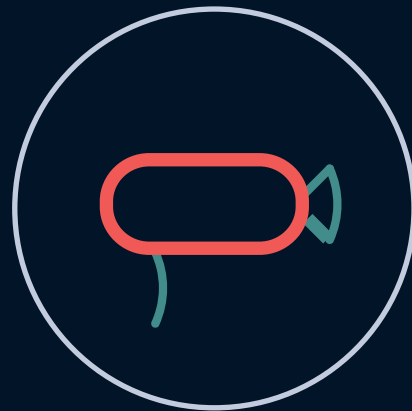
Colors



Logo



Icons design



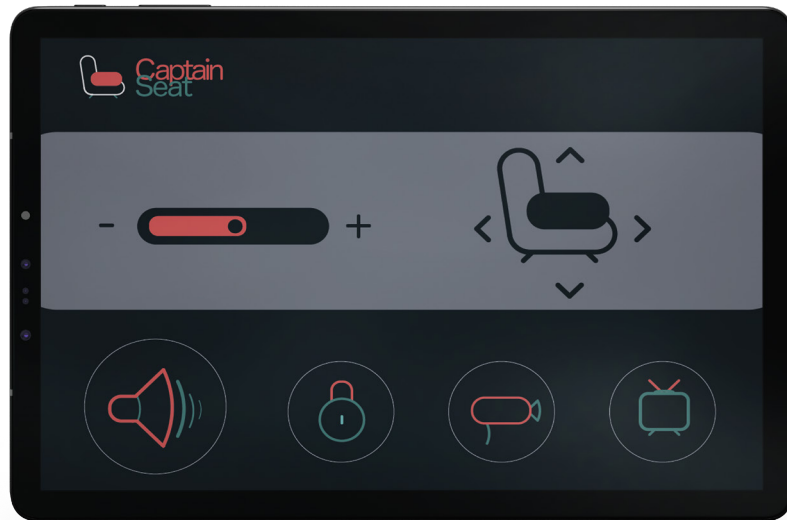
Screens



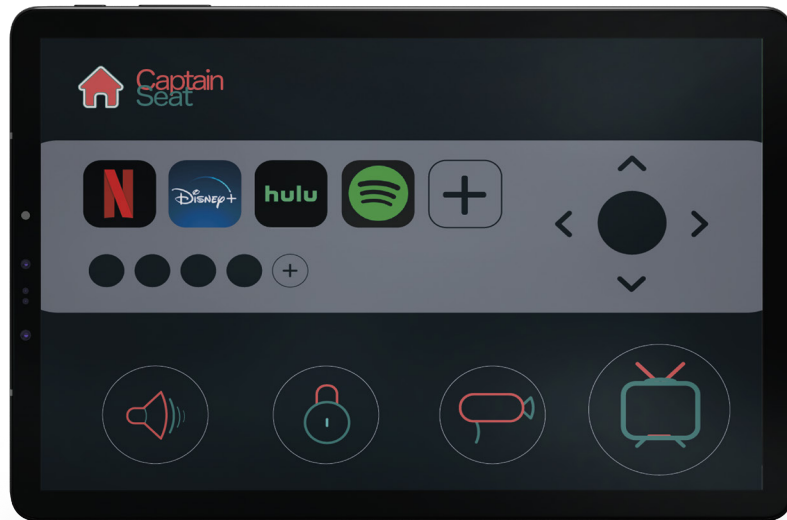
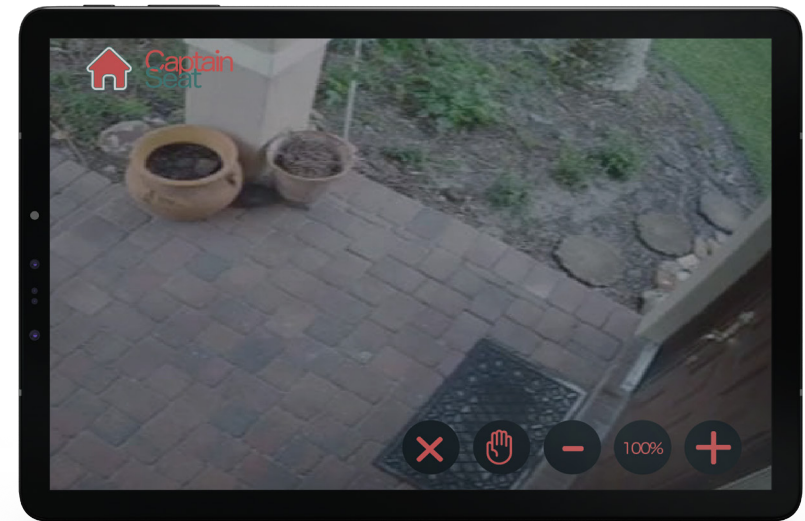
Screens



Screens



Screens



Thank You!

